

#### **IC 4-4-3.7**

##### **Chapter 3.7. Promotion of Trade Shows**

#### **IC 4-4-3.7-1**

##### **"Director" defined**

Sec. 1. As used in this chapter, "director" refers to the director of the department of commerce.

*As added by P.L.18-1988, SEC.1.*

#### **IC 4-4-3.7-2**

##### **"Small business concern" defined**

Sec. 2. As used in this chapter, "small business concern" means a small business concern as defined in 15 U.S.C. 632.

*As added by P.L.18-1988, SEC.1.*

#### **IC 4-4-3.7-2.5**

##### **"Trade mission" defined**

Sec. 2.5. As used in this chapter, "trade mission" means a planned tour of business locations, all of which are:

- (1) located inside or outside the United States; and
- (2) recommended by:
  - (A) the United States Department of Commerce Foreign Commercial Service;
  - (B) the United States Department of Agriculture Foreign Agriculture Service; or
  - (C) the department of commerce.

*As added by P.L.25-1993, SEC.1. Amended by P.L.13-2003, SEC.1.*

#### **IC 4-4-3.7-3**

##### **"Trade show" defined**

Sec. 3. As used in this chapter, "trade show" means an exhibition, an exposition, or a fair:

- (1) located inside or outside the United States; and
- (2) recommended by:
  - (A) the United States Department of Commerce Foreign Commercial Service; or
  - (B) the United States Department of Agriculture Foreign Agriculture Service.

*As added by P.L.18-1988, SEC.1. Amended by P.L.13-2003, SEC.2.*

#### **IC 4-4-3.7-4**

##### **Director's duties**

Sec. 4. (a) The director shall promote the participation of small business concerns in trade shows and trade missions.

(b) Before promoting participation in trade shows and trade missions, the director must:

- (1) conduct market research to determine the presence and extent of overseas markets for Indiana small business concerns; and
- (2) determine the market areas offering Indiana small business

concerns the best export opportunities.

(c) In promoting participation in trade shows and trade missions, the director shall emphasize trade shows and trade missions considered to offer Indiana small business concerns the best export opportunities for products produced in Indiana.

*As added by P.L.18-1988, SEC.1. Amended by P.L.25-1993, SEC.2.*

#### **IC 4-4-3.7-5**

##### **Trade promotion fund**

Sec. 5. (a) The trade promotion fund (referred to as the "fund" in this chapter) is established as a dedicated fund to be administered by the director. The money in the fund must be spent by the director exclusively for the purposes described in this chapter.

(b) Money in the fund does not revert to the state general fund at the end of a fiscal year. If the fund is abolished, money in the fund reverts to the state general fund.

*As added by P.L.18-1988, SEC.1. Amended by P.L.25-1993, SEC.3.*

#### **IC 4-4-3.7-6**

##### **Reimbursement for booth rental fees**

Sec. 6. The director may provide financial assistance to a small business concern by reimbursing the small business concern solely for booth rental fees related to its participation in a trade show or trade mission.

*As added by P.L.18-1988, SEC.1. Amended by P.L.25-1993, SEC.4; P.L.24-1995, SEC.1.*

#### **IC 4-4-3.7-7**

##### **Reimbursement limitations and amount**

Sec. 7. (a) Reimbursement for booth rental fees incurred by a small business concern under section 6 of this chapter, for participation in one (1) trade show or trade mission may not exceed the lesser of:

- (1) five thousand dollars (\$5,000); or
- (2) the amount determined in subsection (b).

(b) The amount to be used in subsection (a)(2) is the amount determined under the following STEPS:

STEP ONE: Determine the total booth rental fees incurred by the small business concern under section 6 of this chapter.

STEP TWO: Subtract from the amount determined in STEP ONE any amounts received by the small business concern from a trade show promotion program or trade mission program, other than the program established by this chapter.

(c) The maximum financial assistance that may be provided to a small business concern during a state fiscal year may not exceed ten thousand dollars (\$10,000).

*As added by P.L.18-1988, SEC.1. Amended by P.L.25-1993, SEC.5; P.L.24-1995, SEC.2.*

#### **IC 4-4-3.7-8**

**Qualification for assistance**

Sec. 8. To qualify for financial assistance under this chapter, a small business concern must:

- (1) apply to the director for approval to participate in a trade show or trade mission in the form and by the time specified by the director;
- (2) establish to the satisfaction of the director that participation in the trade show or trade mission will enhance the export opportunities of products produced in Indiana by the small business concern;
- (3) maintain adequate records of the expenses incurred by the small business concern to participate in a trade show or trade mission;
- (4) certify to the director the amount of financial assistance, if any, received by the small business concern from a trade show promotion program or trade mission program other than the program established by this chapter; and
- (5) provide to the director, on request:
  - (A) the records of the expenses related to the small business concern's participation in a trade show or trade mission; and
  - (B) information regarding the effectiveness of the program established by this chapter in enhancing the export opportunities of the small business concern.

*As added by P.L.18-1988, SEC.1. Amended by P.L.25-1993, SEC.6.*

**IC 4-4-3.7-9****Rules**

Sec. 9. The department of commerce may adopt rules, under IC 4-22-2, to implement this chapter.

*As added by P.L.18-1988, SEC.1.*

Repealed

*(Repealed by P.L.18-1992, SEC.28.)*